Student-Athletes experience a range of emotions throughout the day as they strive to balance busy schedules.

### Academics
- **38.5 HRS/WEEK**
- Deregulation of NCAA rules places new focus on health and nutrition, with average expenditures increasing by 148% to attract & support student-athletes.*
- Services include:
  - Training Table
  - Rapid Fuel Snacks
  - Travel Meals
  - Certified Sports Nutritionist
  - Team Chef
  - Sports Camps
- *CPSDA Survey.

### Athletics
- **34 HRS/WEEK**
- The Flutie Effect: When a school rises from mediocre to great on the gridiron, applications increase by 18.7% or more.**
- Services include:
  - Grounds & Turf Management
  - Court, Track, Pool Maintenance
  - Cleaning
  - Equipment Lifecycle Management
- **Marketing Science 32 no. 5.

### Personal & Social
- **17.1 HRS/WEEK**
- Mental health is the #1 concern of the NCAA Chief Medical Officer***
- Services include:
  - Engagement Activities & Group Class Planning
  - Personal Development
  - Internships
- ***NCAA.

52% use messaging apps 3+ hours per day. The Circuit leverages habits & technology to engage and educate Student-Athletes and enhance performance.

As the world’s largest private employer of dietitians (7,500), Sodexo provides nutrition for Collegiate and Professional-level athletes, The United States Marines and at events around the world like the Tour de France and in Olympic Villages.